

Home Furnishings Calendar 1949

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday March 17 Going On	DECORATING SOURCE MATERIAL A storehouse of untapped ideas, adapted to use in many sorts of home furnishing accessories, will be found in a collection of old and rare prints, trade catalogs, posters, broadsides, handbills, color plates and design books. Contact: Viola L. Neiman, BU. 2-6055.	THE BOOKSHOP OF JAMES J. KANE	339 LEXINGTON AVE. BROOKLYN, N. Y.
Thursday March 17 10:00 A.M.- 5:00 P.M.	SPRING 1949: A COLLECTION OF NEW DECORATIVE FABRICS "Spring 1949", a presentation of 35 new decorative fabrics highlighting contemporary patterns and a refreshing jewel-like color palette, will be given an advance showing for the press by F. Schumacher & Co. The new collection will remain on display from March 21 through March 25 for the benefit of delegates to the Annual Convention of the American Institute of Decorators. Imported and domestic prints, metallic textures, matelasses, brocades, stripes and a group of nylon taffetas, the latter a Schumacher "premiere", comprise the spring line represented by at least one and as many as three creations of such notable designers as Pierre Frey, Barbara Barondess McLean, Muller-Barringer, Andrew Shunney, Vera and others. Exclusive photographs will be available at the showing, for release on Monday, March 21. The press is cordially invited to a "late breakfast" from 9:30-11 A.M. Publicity: Lee Scharfstein, Baldwin & Mermey, MU. 4-4540.	F. SCHUMACHER & CO.	535 MADISON AVENUE DECORATOR'S SHOWROOM
Thursday March 17 4:00 P.M.- 6:00 P.M.	PRESS COCKTAIL PARTY A special group of Thibault original hand-screened designs interpreting the contemporary color trend will be shown to the press by invitation only. Publicity: Marjorie Hutton, 269 Madison Ave., LE. 2-7980.	THIBAULT	509 MADISON AVENUE
Thursday March 17 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY Another Itkin Bros. office furniture showroom will be shown to the press by invitation only. A complete line of furniture, equipment and floor coverings shown in actual office settings will be featured, with a staff of decorators to advise on special problems. Contact: M. Rosenblum, EL. 5-6527.	ITKIN BROTHERS	40 EAST 41ST STREET
Thursday March 17- March 18	MARKETING CONFERENCE Conference will begin 10:30 A.M. Thursday, and continues until 4:30 P.M. Friday. Non-members are invited to the Thursday evening session to hear a discussion: "The Impact of Television on Marketing Methods", by Joseph B. Elliott, Vice-President RCA. Contact: Amer. Mgmt. Ass'n., BR. 9-6055.	AMERICAN MANAGEMENT ASSOCIATION	HOTEL STATLER GRAND BALLROOM
Friday March 18 5:00 P.M.- 7:00 P.M. Cocktails to Mar. 25	ACCENT ON SUMMER LIVING An exhibition featuring correlated sail cloth in patterns and colors, metal and rattan furniture and a background collection of new fabrics, all designed for summer living, will be given a preview at this time. For the week of the 21st tea will be served daily from 3:30 to 5:00 P.M. By invitation only. Contact: H.B. Lehman-Connor Co., Inc., PL. 8-2100.	H. B. LEHMAN-CONNOR	509 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday March 18	PRESS SHOWING CANCELLED Due to the illness of Mrs. Jeanne M. Hall, the press showing scheduled for this date has had to be indefinitely postponed. Contact: Miss Casson, M. Barrows & Co., MU. 3-9380.	M. BARROWS & CO.	PLAZA HOTEL
Friday March 18	BOOK ON TABLE SETTINGS A new book on table settings and decoration by Dorothy Biddle and her daughter, Dorothy Blom, called "Table Settings for Everyone" will be published on this date. Contact: Florence Brobeck, GR. 3-4119.	M. BARROWS & CO., INC.	114 EAST 32ND ST.
Saturday March 19- March 26	MILWAUKEE HOME SHOW The 1949 Home Show in Milwaukee will feature a six-room Georgian Colonial two-story residence with a value of \$19,000. The interior decorating will be carried out by Ed. Schuster & Co., local department stores. Furniture, home and house furnishings, building supplies, materials and other similar merchandise will be on display at the show. Contact: John J. Roache, Exec. Dir. Milwaukee Home Show, 740 N. Plankinton Avenue.	MILWAUKEE REAL ESTATE BOARD	MILWAUKEE AUD. N. 70TH & W.BL.MD.
Saturday March 19- April 2	EXHIBIT OF WALLPAPER An exhibition of fine wallpapers from well-known manufacturers will be held in the Museum Gallery under the title-"Wallpaper - Today, Tomorrow, Yesterday." Contact: Francis J. Geck, University of Colo., Boulder, Colo.	UNIVERSITY OF COLORADO	BOULDER, COLORADO

WEEK BEGINNING MONDAY, MARCH 21, 1949

Monday March 21 Just out	BOOK ON OLD SILVER "Chats on Old Silver" by Arthur Hayden has been edited and revised by Cyril G. E. Bunt. This new, enlarged edition has been provided with many new illustrations. It deals with Irish and Scottish silver amply as well as with English silver. A table of hallmarks and standard marks from the time of Queen Elizabeth to the present day is provided in concise form. Provincial marks are identified. Publ.: Eileen Kelly, PL. 7-7350.	A. A. WYN	23 WEST 47TH STREET
Monday March 21 12:15 P.M. to March 25	PRESS PREVIEW: FAR EASTERN WALLS A handsome new group of hand-screened wallpapers designed by Virginia Hamill of New York for the C. W. Stockwell Co., will be introduced to the press in a special New York showing. The wallpapers are beautiful interpretations of the art of the Far East. Patterns are subtle. Color selections range from the subdued softness of moon gray to the brilliance of rajah red, with copper, silver and gold adding fashion sparkle to a number of papers in the group. Patterns are small to large in scale; all-over cloisonne and brocade effects to striking jungle flowers. Companion papers and unique paneling designs offer especially interesting opportunities in decoration. The papers are designed for traditional and modern rooms. The press preview on Monday, March 21 at 12:15 P.M. will be followed by a luncheon. By invitation only. The showing will be open to decorators at 3 P.M. Monday and continue through Friday. Hours 3 to 6 P.M. Monday; 10 A.M. to 6 P.M. for the rest of the week. Publicity: Dorothy Rogers, and Virginia Hamill, MU. 2-5157.	C. W. STOCKWELL CO. LOS ANGELES, CALIF.	ARCH. LEAGUE OF NY 115 E. 40TH STREET
Monday March 21	PRESS PREVIEW Preview of Cobelle paintings coincident with opening of new Brunovan furniture showrooms, 4:30-7:00 P.M. Contact: Grace Breckenridge, EL.5-2267.	BRUNOVAN, INC.	383 MADISON AVE.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 21 7:30 P.M.	SURVEY OF ADVERTISING COURSE The discussion for the evening will be: "The General Principles of Public Relations and Publicity", with Mae Carlisle, advertising manager and publicity director, Dictagraph Products, Inc., and Jules Gilbert, legal counsel, as principal speakers. Members of Advertising Women of N.Y. are admitted free and the admission for each guest is \$1.00 per person. Contact: Margaret Stark, LU. 2-2880.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Monday March 21- March 23	18TH ANNUAL CONFERENCE Three days will be devoted to this annual conference. On March 21, after registration from 9 to 10 A.M. there will be meetings and reports in the Grand Ballroom all day with a luncheon at 12:30 P.M. At 5:30, a cocktail party for members only will be held at French & Co., 210 East 57th St. On March 22, from 9 A.M. to 6 P.M. a Trades Exhibit, open to all except the public, will be held in the Grand Ballroom and Suites 1, 2, 3 and 4. At 12:30 a luncheon in honor of the trades in the Cotillion Room will feature the presentations of Citations of Merit to winners in the Annual Design Awards program. The work of the winners will be on exhibition. From 7 to 10 P.M. a cocktail party and dinner for members only will be held in the Rainbow Room, 30 Rockefeller Plaza with the Upholstery and Decorative Fabrics, Ass'n. of America as hosts. On March 23, from 9:30 to 12:00 P.M. a general session with talks on various aspects of decoration will be open to all except the public in the Grand Ballroom. From 2:15 to 4:00 P.M. this session will continue with a show on television to be followed at 7:30 P.M. by a reception in the Foyer of the Grand Ballroom at which the New York District Chapter will be hosts and at 8:30 a dinner-dance in the Grand Ballroom. Contact: Mrs. M. M. Girard, A.I.D., 41 E. 57th Street, N. Y. C., PL. 8-1642.	AM. INST. OF DECORATORS	HOTEL PIERRE
Monday March 21- March 23	CLARA DUDLEY STORE PROMOTIONS Among the 100 stores throughout the country to feature Clara Dudley, Alexander Smith's color-scheme consultant, within the next three months, the following stores will open promotions this week: March 21 and 22, Hemenway-Johnson Furn. Co., Shreveport, La.; March 21, Calvert's, Baltimore., Md.; March 22 - 24, Wolf & Dessauer, Ft. Wayne, Ind.; March 22 & 23, Miller's Furn., Washington, D.C. Each promotion is designed to tie-in with Alexander Smith's national advertising which pictures the decorating problems of actual families. Using the before-and-after technique, Clara Dudley starts with the rug and carpet, and shows, through the use of color, how a room can be made over attractively and inexpensively. Publicity: Emily Purcell, Alexander Smith, 295 5th Ave., MU. 9-1300.	ALEXANDER SMITH & SONS CARPET COMPANY	STORES THROUGHOUT THE COUNTRY
March 21-25	PHILADELPHIA GIFT SHOW, HOTEL BENJAMIN FRANKLIN, PHILADELPHIA, PENNA.		
Monday March 21- March 26	FLOWER SHOW The theme for this year's Flower Show will be "The Americas", featuring large and small garden displays, orchid exhibits, individual flowers in decorative arrangements and flowers used in dinner table arrangements. Open to the public: Monday, noon to 10:30 P.M., daily thereafter from 10:00 A.M. to 10:30 P.M., and from 10:00 A.M. to 9:00 P.M. on Saturday (closing day of exhibition). Admissions: \$1.50, including tax, for adults; 75¢, including tax, for children. Publ.: Korbel & Colwell, PL. 9-7340.	HORTICULTURAL SOC. & N.Y. FLORISTS' CLUB	GRAND CENTRAL PALACE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday March 21- March 26	ROSE EXHIBIT AT FLOWER SHOW Display of thousands of roses in all varieties, colors and lengths at the International Flower Show. Home arrangements as well as fashions will be shown, highlighted by a wedding party with a gown from Jane Engel and wedding table and decoration from Harriet Sherry Ltd. American Hand made crystal will be used throughout the display and leading florists will be on hand to demonstrate how to make various rose arrangements for the home. Table mats by "Florence" will be featured. Publicity: Mrs. Helen Hutson Weber, Roses, Inc., MU. 2-3939.	ROSES INC.	GRAND CENTRAL PALACE 2ND FLOOR
Monday March 21- April 20	SPECIAL SERIES The second in the series of "New Homes for the Young Family" appears in the April issue of Today's Woman on the newsstands about March 21st. It includes two houses; one is a first-prize winner in the N.Y. State Contest for the best low cost family house, designed by Seymour R. Joseph, to cost about \$7,500 in N.Y. State. The other is one built in Wisconsin by John Steinmann for 800 square feet of space. Publ.: Jack Macurdy, MU. 2-3606.	TODAY'S WOMAN MAGAZINE	FAWCETT PUBLICATIONS 67 WEST 44TH STREET
Monday March 21- April 16	TOUR OF HISTORIC HOUSES For the first time, the public will be admitted to some of Charleston's finest homes, under the sponsorship of the Historic Charleston Foundation, a non-profit, educational institution. There will be a morning and afternoon tour each day, Monday through Friday, and a morning tour each Saturday, with a special tour on Monday, Wednesday and Friday evenings. These cover nineteen homes and the fee for each daytime tour is \$5.00 tax included. The special evening tours are \$1.00 plus tax. Further travel and hotel information, contact: Historic Charleston Found., 135 Church St., Charleston.	HISTORIC CHARLESTON FOUNDATION	CHARLESTON SOUTH CAROLINA
Monday March 21- June 6 7:00 P.M.- 8:40 P.M.	SERIES OF TWELVE LECTURES The City College Adult Education Program in collaboration with the New York Public Library is offering a twelve-week course to be given by Kim Hoffman on "Furnishing a Modern Home", starting March 21st. The fee is \$15 for the entire series and registration takes place up to March 18th at any branch library, or mail check or money order to Adult Education Office, City College, Convent Avenue & 139th St., N. Y. City.	CITY COLLEGE ADULT EDUCATION PROGRAM	P.S. 18-Room 309 121 E. 51ST STREET
Tuesday March 22 4:30 P.M.- 6:30 P.M.	COCKTAIL PARTY FOR AID MEMBERS A cocktail party, by invitation only, for members of the American Institute of Decorators, will be held. Contact: Mr. George Tanier, MU. 8-9360.	SWEDISH MODERN, INC. 675 FIFTH AVENUE	675 FIFTH AVENUE SHOWROOMS
Tuesday March 22- June 22 6:30 P.M.- 9:00 P.M.	SERIES OF TWELVE MEETINGS The City College Adult Education Program is offering a twelve-week workshop to be conducted by Beatrice Schapper. Actual practice in preparation of material for editors of trade, special interest, professional and popular magazines with how to do it guidance starting Tuesday, March 22. The fee is \$21 for the entire series and registration takes place up to March 18 at any branch library, or mail check or money order to Adult Education Office, City College, Convent Avenue & 139th St., N. Y. City.	CITY COLLEGE ADULT EDUCATION PROGRAM	P.S. 17-Room 215 328 WEST 48TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 22 8:15 P.M.	GENERAL OPEN MEETING FOR MEMBERS AND GUESTS John Vassos will talk on "Versatility of the Industrial Designer" with a discussion period to follow. Meeting starts promptly at 8:15. Social hour at the bar begins at 7 P.M. Contact: Robert Goldberg, OR. 3-6089.	AMERICAN DESIGNERS INSTITUTE	ARCHITECT'S LEAGUE 115 EAST 40TH STREET
March 22-24	NATIONAL PREMIUM BUYERS EXPOSITION, STEVENS HOTEL, CHICAGO, ILLINOIS		
Thursday March 24 4:00 P.M. 6:00 P.M.	SPECIAL PREVIEW A special showing of new wallpapers, open to the press and decorators by invitation only, will feature wallpapers ranging from tiny, all-over designs and background effects to elaborate florals. Dark backgrounds and the new violets and purples are represented in the varied color range. A.H. Jacobs is the exclusive distributor for the metropolitan area of the James Kemble Mills line of contemporary wallpapers and the Schmitz Horning line of hand prints. Contact: A. H. Jacobs, WI. 2-6585.	A. H. JACOBS COMPANY	509 MADISON AVENUE
Friday March 25- April 24	FEATURE ON KITCHENS A section devoted to kitchen planning on the theme "Your Kitchen Can be Wonderful - at Your Own Price" will appear in the April issue of American Home. Showing the three general price ranges into which heavy equipment falls, the most essential pieces - sink, stove and refrigerator - are discussed first, followed by articles to be purchased later - water heaters,, dishwashers, freezers, clothes washers and ironers. A complete promotional package for stores is available. Contact: Mina Fox, EL. 5-1300.	AMERICAN HOME	444 MADISON AVENUE
March 26-30	BALTIMORE GIFT SHOW, LORD BALTIMORE HOTEL, BALTIMORE, MARYLAND.		
March 26	HOME SHOW, SHREVEPORT, LOUISIANA TO APRIL 3.		

WEEK BEGINNING MONDAY, MARCH 28, 1949

Monday March 28 7:30 P.M.	SURVEY OF ADVERTISING COURSE Denny Griswold, co-editor of Public Relations News, will discuss: "Public Relations as a Career". Members of Advertising Women of N.Y. will be admitted free and the admission for each guest is \$1.00 per person. Contact: Margaret Stark, LU. 2-2880.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
March 29	3RD INTERNAT'L. LIGHTING EXPOSITION, STEVENS HOTEL, CHICAGO, ILL TO APR. 1		
March 30	RADIO-TELEVISION AND BUSINESS CONFERENCE, HOTEL ROOSEVELT, NEW YORK.		
Wednesday March 30- April 20 11:00 A.M. and 8:00 P.M.	LECTURE SERIES The last two in the series of lectures on interior decoration, sponsored by the Cleveland Museum of Art in cooperation with the Fashion Group of Cleveland, will be given on the following dates: March 30 - Florence Terhune, writer and decorator, "Decorating for You"; April 20 - T. H. Robsjohn-Gibbings, decorator and designer, "Contemporary Furnishings". Each lecture will be given in the morning and repeated in the evening. Open to the public free of charge. Publicity: Mrs. Arlene S. Nichols, 1743 Lakefront Ave., E. Cleveland 12, Ohio.	CLEVELAND MUSEUM OF ART & FASHION FROUP	CLEVELAND MUSEUM CLEVELAND 6, OHIO
March 31	ANNUAL REFRIGERATION SHOW, HOTEL DUPONT, WILMINGTON, DEL., TO APRIL 2.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
April 1	FM ASS'N, TIME SALES CLINIC, HOTEL COMMODORE, NEW YORK CITY.		
Friday April 1 Going On	MAGAZINE TO RESUME Interior Design, which suspended publication in 1942 when its editor and publisher joined the armed forces, will resume publication with the April issue, out on this date. Cecile Hayward, formerly of House & Garden and more recently of Home Furnishings Merchandising, has been named executive editor; Horace Kelland is managing editor. Harry V. Anderson, Editor and Publisher. Contact: Cecile Hayward, PL. 9-1600.	INTERIOR DESIGN	40 EAST 49TH STREET
April 2-3	EASTERN CONFERENCE WOMEN'S ADVERTISING CLUBS, HOTEL WARWICK, PHILA., PA.		
April 3-7	PITTSBURGH GIFT SHOW, WILLIAM PENN HOTEL, PITTSBURGH, PENNSYLVANIA.		
April 3-9	NATIONAL PEANUT WEEK.		
April 3-9	SPRING MARKET WEEK, KANSAS CITY MERCHANDISE MART, KANSAS CITY, MISSOURI.		

ADVANCE DATES AND NOTICES

Monday April 4 7:30 P.M.	SURVEY OF ADVERTISING COURSE Dorothy Dignam, acc't. exec., N. W. Ayer & Co., will speak on "Jobs From A to Z For Women in Advertising" and Grace Eden, former director of the Powers' Home Course will discuss: "Proper Grooming For a Career". Members of Advertising Women of N.Y. will be admitted free and the admission for each guest is \$1.00 per person. Contact: Margaret Stark, LU. 2-2880.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR
Monday April 4- April 5	BOARD OF DIRECTORS' MEETING These two days will be devoted, half to meetings and half to relaxation. All members of P.R.S. of America are welcome to come and it is suggested that anyone interested in attending make reservations at the Edgewater Gulf Hotel, where meeting will be held, and also communicate with the Society's New York Office. Contact: J. Handly Wright, Public Relations Society of America, 525 Lexington Avenue, New York 17, N.Y., PL. 9-8087.	PUBLIC RELATIONS SOCIETY 525 LEXINGTON AVENUE	EDGEWATER PARK MISSISSIPPI
April 4-9	NEW YORK ANTIQUES FAIR, 71ST REGIMENT ARMORY, NEW YORK CITY.		
Wednesday April 6- April 9	TULSA OKLAHOMA HOME SHOW The first Home Show to be held in Tulsa since 1942 will be staged by two Tulsa consumer daily newspapers, the World and Tribune in cooperation with the Tulsa Home Builders Association. Exhibits will include appliances, interior furnishings and building products. The executive committee includes Vernon L. Mudd, pres., and Carl P. Flynn, managing dir. of the show.	TULSA HOME BUILDERS ASSOC.	ARENA BUILDING 11TH & NORFOLK, TULSA
Friday April 8 7:00 P.M.	ANNUAL DINNER AND DANCE "Through the Looking Glass", the annual spring dinner and dance given by the Advertising Women of N.Y. will take place on this date. Johnny of the Philip Morris Co. will be master of ceremonies and gifts and door prizes will be a main attraction. The event is formal and open to the public at \$12.50 per person. Contact: Mary Heeren, PL. 7-4800.	ADVERTISING WOMEN OF NEW YORK, INC.	HOTEL ASTOR GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sunday April 10- April 14	WESTERN HOUSEWARES SHOW Manufacturers of housewares will have their first western roundup of merchandise, for mass marketing purposes, at Los Angeles. More than 100 manufacturers are participating to date and several floors of the Alexandria Hotel will be used for the purpose. Contact: Worth Larkin or Dick Bean, Los Angeles Trade Fair, Inc., 1151 Broadway, Los Angeles.	LOS ANGELES TRADE FAIR, INC.	ALEXANDRIA HOTEL LOS ANGELES, CALIF.
April 11-14	SOUTHWEST HOME FURNISHINGS MARKET, STATE FAIR GROUNDS, DALLAS, TEXAS		
April 12	BRAND NAMES DAY-1949, LUNCHEON AND CLINICS, WALDORF-ASTORIA, NEW YORK		
April 14	FIRST DAY OF PASSOVER		
April 15	13TH CERAMIC NATIONAL EXHIBITION, CINCINNATI ART MUSEUM, TO MAY 8		
April 15	GOOD FRIDAY		
April 17	EASTER SUNDAY		
Monday April 18- April 24	FOURTH ANNUAL HOME BEAUTIFUL SHOW Featuring not only the materials needed for building but also the appliances and furnishings needed to complete the modern home, this show combines in one complete presentation all the features previously included in the All-Electric and Modern Homes Show which were produced on separate dates. Contact: Campbell-Fairbanks Expositions, Inc., Park Square Bldg., Boston, Mass., HA. 6-8996 or in New York, PL. 3-3773.	HOME BLDRS. ASS'N. ELECTRIC INSTITUTE	MECHANICS BUILDING BOSTON, MASS.
Thursday April 21 6:30 P.M. Cocktails and dinner	FOURTH ANNUAL HOME SAFETY AWARD Press and radio representatives and a few others by special arrangement are invited to a cocktail party and dinner. Awards will be made to those manufacturers who have produced home devices making the greatest contribution to safety during the past year. By invitation only. Open also at a cover charge to anyone in the trade who is interested. Cocktails at 6:30 P.M.; dinner at 7:30 P.M. Contact: Herbert Askwith, VA. 6-2200,	LEWIS & CONGER 45TH ST. & 6TH AVE.	WALDORF-ASTORIA STARLIGHT ROOF
Monday April 25 Just out	NEEDLEWORK BOOK A new book "The Needlecraft Library" by Elizabeth L. Mathieson, is really eight books in one. Eight categories of needlework included are: embroidery, quilts, knitting, crochet, tatting, rugs, afghans and pineapples, with concise and graphic instructions. The book is profusely illustrated with photographs and diagrams. \$2.95. Publ.: William Targ, LU. 2-0180,	WORLD PUBLISHING CO.	107 WEST 43RD ST.
Monday April 25- April 28	28TH ANNUAL CONFERENCE OF TRAFFIC GROUP The conference will feature discussions on how to save transportation costs; best methods of increasing production; marking economies; short cuts to speed goods to selling departments. Many manufacturers will exhibit products. There will be visits to Boston stores. Registration fees, \$14 per individual for members; \$24 per individual for non-members. Contact: Leonard Mongeon, Manager, Traffic Group, N.R.D.G.A., 100 West 31st Street, New York 1, N.Y., CH. 4-8780.	N. R. D. G. A. 100 WEST 31ST ST.	COPLEY PLAZA HOTEL BOSTON, MASS.

DATEWHAT'S GOING ONGIVEN BYWHEREMUSEUM, GALLERY AND GARDEN NEWS

- Thursday
March 17-
April 29
HAL ZAMBONI EXHIBIT
A-D GALLERY
130 WEST 46TH ST.
Examples of the work of Hal Zamboni, including his painting, design and typography are on view in an interesting display prepared by the artist, his brother Jack and their staff. Along with the showing of various kinds of editorial and advertising layout which Zamboni has done for leading American firms, there are several pieces exemplifying some of the first principles of mobile display to be applied to commercial design. Open to the public. Hours: 10 A.M. to 5:30 P.M., Mondays through Fridays. Publicity: Hortense Mendel, LU. 2-0100.
- Thursday
March 17-
March 26
EXHIBIT OF
SERIGRAPHS
NATIONAL
SERIGRAPH SOC.
SERIGRAPH GALLERIES
38 WEST 57TH STREET
An exhibit of serigraphs selected by the noted industrial designer, Henry Dreyfuss, for the newly designed staterooms of the American Export Lines "Four Aces": SS Excalibur, Exochorda, Exeter and Excambion, is being shown through March 26. The original color renderings of the staterooms are on display and the works of seventeen artists of the Society are represented in this exhibit of fine art and interior design. A premiere showing is being held of large serigraphs especially suited to solve the decorator's "over the mantel" problem. These serigraphs launch a new venture. Heretofore, serigraphs have rarely exceeded 20 by 24 inches. To branch out into larger sizes meant overcoming certain technical difficulties and a group of the artists have already pioneered in the solution of these problems. Open to the public. Hours: 10:00 A.M. to 6:00 P.M. weekdays. Closed Sundays. Contact: Doris Meltzer, CI. 5-8936.
- Thursday
March 17-
March 31
3:00 P.M.
SERIES OF TALKS ON
ROOMS AND FURNITURE
METROPOLITAN
MUSEUM OF ART
82ND STREET AND
FIFTH AVENUE
A series of talks on the American Wing will be given Thursdays, March 17-21 and Wednesdays, March 16-30. The talks will be given in the galleries. Subjects: Two Hundred Years of American Homes; Early New England Rooms and Furniture; Pre-Georgian Interiors and Furniture; American Rooms of the Revolutionary Period; American Rooms of the Early Republic. Publicity: Lillian Green, RH. 4-7690.
- Thursday
March 17-
April 17
2:00 P.M.
ART DIRECTORS SHOW
MUSEUM OF MODERN ART
11 WEST 53RD STREET
The exhibit will consist of original drawings, prints, magazine, newspaper, pamphlet and house organ pages and so on. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.
- Friday
March 18-
May 15
2:00 P.M.
EUROPEAN PORCELAIN
METROPOLITAN MUSEUM
5TH AVE. & 82ND ST.
Masterpieces of European porcelain will be shown to the public in Gallery D6, Second Floor, on this date. Hours: 10 A.M. to 5 P.M. weekdays; 1 to 5 P.M. Sundays. Publicity: Lillian Green, RH. 4-7690.
- Tuesday
April 12
2:00 P.M.
OPENING OF
EXPANDABLE HOUSE
THE MUSEUM OF
MODERN ART
11 WEST 53RD STREET
THE GARDEN
The expandable house designed by Marcel Breuer, the well-known American architect, for which ground was broken in January, will be shown to the press on this date and to the public on April 13. It will remain on exhibition for six months. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>RADIO AND TELEVISION NEWS</u>			
Thursday March 17 2:30 P.M.- 3:00 P.M.	SUMMER DECORATING Eloise McElhone will interview Harriet Sherry, interior designer and authority on antiques. Miss Sherry will demonstrate how to decorate rooms and windows for summer comfort. Publicity: Schuyler Chapin, CI. 7-8300.	MEET THE EXPERT, WNBT-TV	30 ROCKEFELLER PL.
Thursday March 17 8:00 P.M.- 8:30 P.M.	FINE COOKING ON TELEVISION Dione Lucas will demonstrate the making of filet de sole Walewska and profiterolle au chocolat. Publicity: Helen Brattrud, PL. 5-2000.	DIONNE LUCAS CBS-TV	CBS-TV 15 VANDERBILT AVE.
Monday March 21 1:30 P.M.- 2:00 P.M.	HOME DECORATING Florence Terhune, author, lecturer and decorator will demonstrate "Decorating For You". Contact: Anne Kelleher, PL. 5-2000; Publicity: Helen Brattrud, PL. 5-2000.	VANITY FAIR, CBS-TV	15 VANDERBILT AVE.
Tuesday March 22 1:30 P.M.- 2:00 P.M.	HOUSE PLANTS Helen Van Pelt, author, will discuss house plants as a hobby and how to care for them, with emphasis on the African violet and geranium. Contact: Anne Kelleher, PL. 5-2000; Publicity: Helen Brattrud, PL. 5-2000.	VANITY FAIR, CBS-TV	15 VANDERBILT AVE.
Thursday March 24 7:30 P.M.- 7:45 P.M.	HOW TO SERVE AND MAKE WINE Jack Proust, wine expert and inventor of the "Blackberry Julep", will demonstrate how wine should be served and how the "Julep" is made. Publicity: Mrs. Charles Tranum, MU. 8-2600.	MANHATTAN SPOTLIGHT CHANNEL 5	DUMONT-TV 515 MADISON AVE.

EDITORIAL REQUIREMENTS

For Dallas Times Herald, Herald Square, Dallas, Texas

The special spring home furnishings section of this newspaper has been advanced to April 3 with a deadline of March 28. High fashion material on all furnishings, decorative fabrics and accessories with news value and good styling are required. Contact: Margaret Kane, Home Furnishings Editor.

For Metro Associated Services, Inc., 80 Madison Ave., New York 16, NY

Glossy photographs of home furnishings, furniture, electrical appliances, radios, toys and related items for possible inclusion in the Metro General Newspaper, Department Store and Home Essentials Services. These should be pictures of merchandise enjoying wide distribution all over the country and which department and furniture stores will want to feature in their newspaper advertising, at the local level. Contact: Hazel L. Kraus, Director, Metro Home Furnishings Divisions, MU. 3-7803.

For Philadelphia Inquirer, Philadelphia 1, Penna.

Everybody's Weekly, the Philadelphia Inquirer's magazine section, uses a weekly feature on home furnishings and interior decoration. Text runs about 500 words with photographs to illustrate. Send material to: Grace Madley, Sunday Department, The Philadelphia Inquirer.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor

HOME FURNISHINGS CALENDAR is published every Thursday.

There is no charge for any listing. Subscription rates: One year, \$30; six months, \$18; three months, \$10; single copy, \$1.